

**WHAT IS CLAIMED IS:**

1. A visual indicia for facilitating computer based access of a network by consumer, comprising:

5 a machine readable code disposed on a surface having encoded therein information as to a product or a surface, which machine readable code has no routing information contained therein to allow a user to access any location on a network; and

10 a visual indicia disposed on said surface indicative of a relationship between said machine readable code and the presence of a location on a network and that such location on the network can be accessed by a computer having an appropriate input device for reading said machine readable code, such that reading of said machine readable code by said input device will connect the computer to the location.

2. The indicia of Claim 1, wherein said visual indicia is not machine readable.

3. The indicia of Claim 1, wherein said machine readable code represents a product.

4. The indicia of Claim 3, wherein said machine readable code is disposed on a product.

5. The indicia of Claim 3, wherein said machine readable code is disposed in close association with said product.

6. The indicia of Claim 3, wherein said machine readable code is a UPN.

7. The indicia of Claim 3, wherein the machine readable code is an ISBN.
8. The indicia of Claim 3, wherein the machine readable code is an EAN.
9. The indicia of Claim 1, wherein the machine readable device is a scanner.